

RISK-TAKING
is a feature
of business life

**WE TAKE
CALCULATED RISKS
TO GET NEW
OPPORTUNITIES**



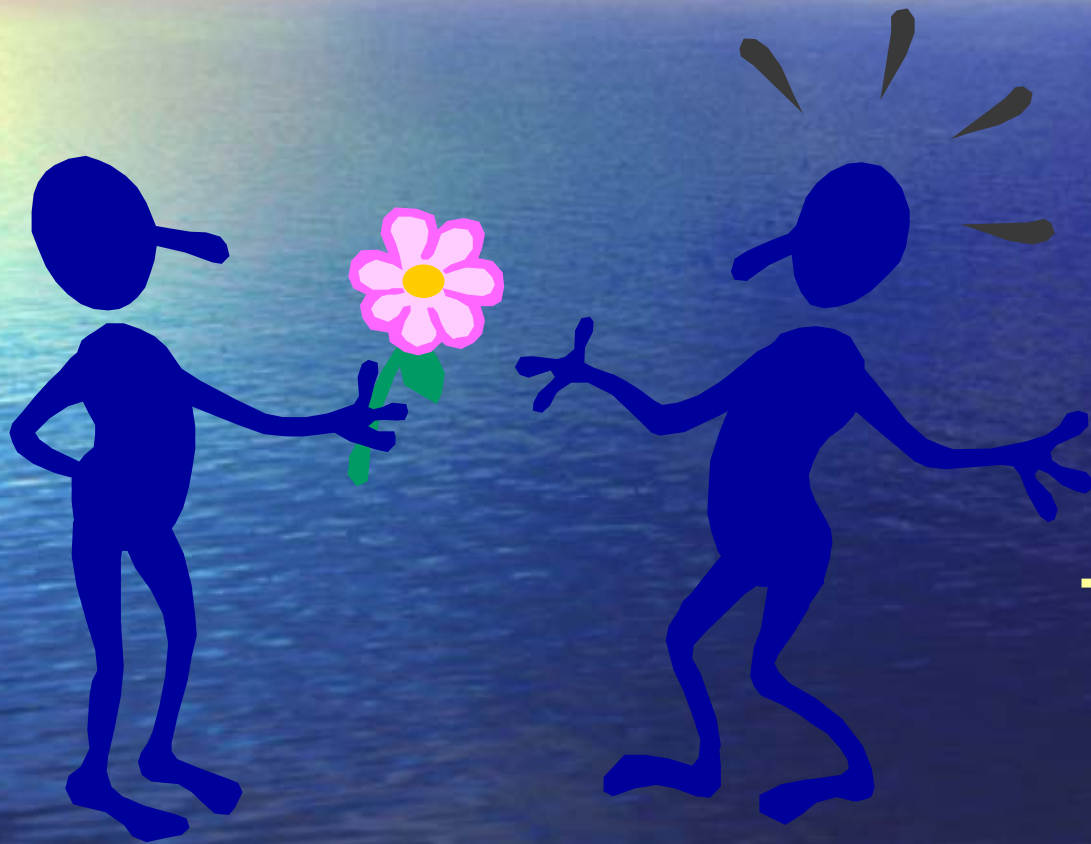
To laugh is to
risk
appearing a fool



To weep is to
risk
appearing
sentimental



To reach out
for another is to
risk
involvement



To reward is to
risk
rejection



To state your
ambition publicly is to
risk
being ridiculed



To lose
business deals is to
risk
losing pride




To persist in an
adversity is to
risk
failure

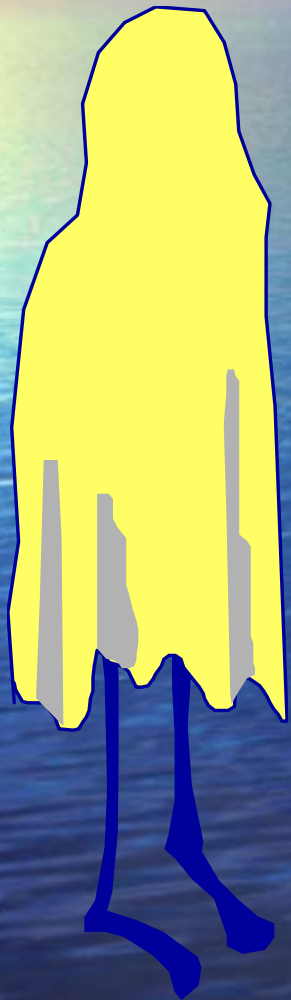
- A fish said to another fish:
- "Above this sea of ours there is another sea
- with creatures swimming in it
- And they live there even as we live here"
- The fish replied: "Pure fancy!
- When you know that everything that leaves
- our sea by even an inch,
- and stays out of it, dies.
- What **proof** have you of other lives in other sea?"
- - Khalil Gibran



But **risks**
must be taken
since the greatest
hazard in life is
to risk nothing!



The person who
risks
nothing does nothing,
profits nothing



Risking nothing
may avoid sorrow
but you cannot
learn, manage,
innovate,
change, grow



**Chained to
certainty
is being
enslaved to it**



Only a person
who takes
risks
is truly free

- Said a sheet of snow-white paper
- "Pure was I created and pure will I remain forever.
- I would rather be burnt and turn to white ashes
- than suffer darkness to touch me
- or the unclean to come near me."
- The ink-bottle heard what the paper was saying.
- It laughed in its dark heart,
- but it **never dared to approach** her.
- Same with multicoloured pencils.
- The snow-white sheet of paper did remain pure
- and chaste forever – and **empty**.
- - Khalil Gibran

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